

Special Events Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
April 12, 2024, at 8:30am

Z. Kay called the meeting to order at 8:30 a.m.

In Attendance: Z. Kay, D. Fehan, B. Hussey, D. Lilley, K. Cummings

Staff: M. Fairbairn, J. Brook

Guests: None

Absent: R. Astrein, S. Lipari

Approval of Minutes: Motion by Fehan, seconded by Hussey to approve the minutes dated March 8, 2024. All ayes. Motion approved.

Public Comment: None

Spring Stroll Update

Brook shared that 21 stores are participating in the Spring Stroll and registration is full with over 300 groups registered to attend. Brook suggested the possibility of making the event a little longer in the future to be able to accommodate more attendees.

Sponsorship Ideas

Brook reported that Wells Fargo Advisors will not be the presenting sponsor of Movie Nights this year. Therefore, she is looking for other sponsor ideas and options. Committee members suggested reaching out to Ishbia, Boji, and other property owners in the area. If members have other ideas, they are asked to share them with Brook.

Scavenger Hunt/Activity During Holidays

With Late Night Thursdays not in the budget this year, Brook asked committee members if they felt that we should add a family activity like an “elf on the shelf” or something for families to find around town. Kay suggested that the holiday shopping time is already a busy time for retailers. February break might be a better time, but he does not feel that it is necessary to add something to the calendar then either.

Other Events

Brook shared that the Public Arts Board would like to have two chalk artists at Day On The Town again this year. The committee agreed that the chalk art is a good addition to Day On The Town.

Brook also let the committee know that she is continuing to look for another attraction to add to the BRRmingham Blast. She is looking into giant slides but has not yet found one that will work in wet/snowy weather.

Meeting adjourned at 9:35 a.m.

NEXT MEETING: Friday, May 10, 2024, at 8:30 a.m.